

1 Add 2 Cal. Code Regs. Section 18450.1:

2 **18450.1. Definitions. Advertisement Disclosure.**

3 **{Decision Point 1}**

4 **OPTION 1:**

5 (a) For purposes of determining the application of Government Code sections 84501-
6 84511 to an advertisement, the term “advertisement” means a communication for the
7 purpose of supporting or opposing a candidate for elective office or a ballot measure,
8 including, but not limited to the following:

- 9 1) A televised or radio broadcast (including a cable television broadcast);
10 2) A telephone message that is not solicited by the recipient and is intended for
11 delivery in substantially similar form to {Decision Point 1a} [200/500/1,000] or more
12 households;
13 3) A direct mailing that is not solicited by the recipient and is intended for delivery in
14 substantially similar form to {Decision Point 1a} [200/500/1,000] or more households;
15 4) An advertisement in a newspaper, periodical, or magazine of general circulation;
16 5) Posters and yard signs produced in quantities of {Decision Point 1a}
17 [200/500/1,000] or more;
18 6) A billboard;
19 7) Campaign buttons 10 inches in diameter or larger, and bumper stickers 60 square
20 inches or larger;
21 8) Any other form of public broadcast or general print media communication made
22 for the purpose of supporting or opposing a candidate for elective state office or a ballot
23 measure or ballot measures.

1 **(b) For purposes of Government Code section 84506, a “broadcast” advertisement**
2 **means an advertisement included under subdivisions (a)(1) and (a)(8) of this regulation.**

3 **(c) For purposes of Government Code section 84506, a “mass mailing” advertisement**
4 **includes an advertisement under subdivisions (a)(3), (a)(4), and (a)(8) of this regulation**
5 **that also qualifies as a “mass mailing” as defined in Government Code section 82041.5.**

6 **(d) In addition to the exempted communications in subdivision (b) of Government**
7 **Code section 84501, the following are not an “advertisement”:**

8 **(1) A small promotional item (e.g., pen, pin, etc.) upon which the disclosures**
9 **required by Government Code sections 84503, 84506 and 84507 cannot be**
10 **conveniently printed or displayed, wearing apparel, and skywriting.**

11 **(2) A communication from an organization to its members, other than a**
12 **communication from a political party to its members.**

13 **(3) An electronic broadcast communication including one made on the Internet or on**
14 **a web site.**

15 **(e) This section does not apply to the slate mailer disclosure requirements of**
16 **Government Code section 84305.5.**

17 **(f) The requirements of Government Code sections 84501-84510 apply to**
18 **committees, as defined in subdivision (a) of Government Code section 82013.**

19 **NOTE: Authority cited: Section 83112, Government Code.**

20
21 **Reference: Sections 84501, 84502, 84503, 84504, 84505, 84506, 84507, 84508,**
22 **84509,84510 and 84511, Government Code.**

1 **OPTION 2:**

2 For purposes of determining the application of Government Code sections 84501-
3 84511 to an advertisement, the term “advertisement” means a communication for the
4 purpose of supporting or opposing a candidate for elective office or a ballot measure, that
5 is delivered in substantially similar form to {Decision Point 1a} [200/500/1,000] or more
6 persons.

7 NOTE: Authority cited: Section 83112, Government Code.

8
9 Reference: Sections 84501, 84502, 84503, 84504, 84505, 84506, 84507, 84508,
10 84509, 84510 and 84511, Government Code.

11
12 **OPTION 3:**

13 (a) For purposes of determining the application of Government Code sections 84501-
14 84511 to an advertisement, the term “advertisement” means a communication for the
15 purpose of supporting or opposing a candidate for elective office or a ballot measure,
16 which is disseminated to the public via a broadcast or print media communication.

17 (b) In addition to the exempted communications in subdivision (b) of Government
18 Code section 84501, the following items are not an “advertisement”:

19 (1) A small promotional item (e.g., pen, pin, etc.) upon which the disclosures
20 required by Government Code sections 84503, 84506 and 84507 cannot be
21 conveniently printed or displayed, wearing apparel, and skywriting.

22 (2) A communication from an organization to its members, other than a
23 communication from a political party to its members.

24 (3) An electronic broadcast communication including one made on the Internet or on
25 a web site.

26 (c) This section does not apply to the slate mailer identification requirements of

1 Government Code section 84305.5.

2 (d) The requirements of Government Code sections 84501-84510 apply to
3 committees, as defined in subdivision (a) of Government Code section 82013.

4 NOTE: Authority cited: Section 83112, Government Code.
5 Reference: Sections 84501, 84502, 84503, 84504, 84505, 84506, 84507, 84508,
6 84509, 84510 and 84511, Government Code.